

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Cinemas – Prakasam District – Revision of rate of admission and rationalization of Classes in Screen –II and Screen -III in M/s. Gorantla Multiplex, Ongole – Permission to Screen five (5) shows per day – Orders – Issued.

HOME (GENERAL.A.1) DEPARTMENT

G.O.Ms.No. 155

Dated:01-09-2012

Read the following:-

1. G.o.Ms.No.136, Home(Genl.A) Dept., Dt : 26-02-2009.
2. From the Proprietor , Gorantla Multiplex , Ongole, Prakasam District, Representation dt: 11-10-2011.
3. Govt. Memo. No.29348/Genl.A/2011, Dated : 17-10-2011.
4. From the Proprietor, Gorantla Multiplex Complex, Ongole, Prakasam District. Dt: 20-10-2011.
5. Govt. Memo. No.29348/Genl.A/2012-2, Dt: 03-12-2011.
6. From the Joint Collector & Licensing Authority , Prakasam District Lr. Rc.No.C1/614/2011, Dated: 30-04-2012.
7. From the Proprietor, Gorantla Multiplex Complex, Ongole, Prakasam District, Representation Dt:01-05-2012.

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ORDER:

In the G.O. first read above, Government have fixed the rate of admission at Rs.65/- for Upper class, Rs. 40/- for Class II and Rs.15/- for Class III, for all Three (3) screens in M/s Gorantla Multiplex Complex, Ongole, Prakasam District.

2. In the reference 2nd read above, the Proprietor Gorantla Multiplex Complex, Ongole, Prakasam District has stated that subsequent to the said fixation of rates, the current consumption charges have gone up and salaries of employees were also enhanced. However, in order to cater to the needs of the viewers and to ensure their comfort, following provisions were made with huge capital in the Gorantla Multiplex Complex, Ongole, Prakasam District.

1. Upgraded to a Higher capacity Electrical Transformer with added safety features .
2. 320 KV Generator was also installed for running for all their (3) screens with Air- Condition facility.
3. Qube Digital Projection System were installed in all their (3) screens. This Digital setup dramatically enhances the picture and Sound quality, helps in fighting piracy and will enable them to show many National and International Movies to the esteemed patrons on the very day of release.
4. Computerized integrated ticketing with full transparency and Accountability.

(PTO)

3. The Proprietor, Gorantla Multiplex Complex has requested the Government to enhance the rate of admission at Rs.120/- for 1st Class, Rs.80/- for 2nd Class and Rs.50/- for 3rd Class, in each screen, for (3) screens in Gorantla Multiplex Complex and requested to accord permission to screen (5) shows a days in (3) screens.

4. In the reference 6th read above, the Joint Collector, Prakasam District has stated that Station Fire Officer, Ongole & Assistant District Fire Officer, Prakasam District have jointly inspected the Gorantla Complex theatre's Screen-I, II, III and reported that the Management of Gorantla Complex Theatre, Ongole has provided all fire safety systems & Measures as per Table 23 of National Building Code of India, 2005 (Part-IV).

5. He has further stated that the Revenue Divisional Officer, Ongole has stated that M/s. Gorantla Multiplex Complex, Ongole has provided the fire Safety Requirements as per the National Building Code, 2005, and also provided separate exits of (3) screens i.e., each screen is having separate entrance and exit and also provided sanitation to each screen and requested that permission to exhibit (5) shows in three Screens i.e. Screen-I, II and III during the duration time 10a.m. to 1.00 a.m. as was permitted to other theatres vide G.O.Ms.No.115, Home (General-A) Department, dt.21-02-2009, G.O.Ms.No.138, Home (General-A) Department, dt.28-02-2009 and G.O.Ms.No.163, Home (General-A) Department, dt.25-06-2011 and to increase the rates of admission may be granted as per the Government prevailing norms and as per the technical advice of the Fire & Roads & Buildings Departments. The license of the three screens are valid up to 31-12-2013.

6. The Joint Collector & Licensing Authority, Ongole has further submitted that the license of three screens is valid up to 31-12-2013 and rates of admission in three screens are as follows:-

Class	Existing rate of admission	Proposed rate of admission
Upper	Rs.65-00	Rs.120-00
II	Rs.40-00	Rs. 80-00
III	Rs.15-00	Rs. 50-00

7. He has also stated that the Licensing Authority is not competent for sanction of request of M/s. Gorantla Multiplex Complex, Ongole to screen (5) shows per day during 10-00 a.m. to 1.00 a.m. and also fixation of rates of admission as Rs.120/-, Rs.80/- and Rs.50/- for screen-I, II and III respectively as requested by the Management.

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8. In the reference 7th read above, the Proprietor, Gorantla Multiplex Complex, Ongole, Prakasam District has requested the Government to rationalize the (3) Classes into Two Classes as Royal Class and Executive Class, in all Three (3) screens. He has requested the Government to fix the rate of admission at Rs.120/- for Royal Class and Rs.80/- for Executive Class.

9. After careful examination of the matter, in exercise of the powers conferred under section 12 of Andhra Pradesh Cinemas (Regulation) Act, 1955 and clause (c) of sub-rule (3) of rule 11(B) of Andhra Pradesh Cinemas (Regulation) Rules, 1970, Government hereby accord permission to enhance the rate of admission in Gorantla Multiplex Complex in Screen-1, with 760 seating capacity, as follows:

Screen	Class	No.of Seats	Existing rate of admission	Enhanced rate of admission
Screen -1	Upper	450	Rs. 65=00	Rs.100=00
	II Class	200	Rs. 40=00	Rs.80=00
	III Class	110	Rs. 15=00	Rs. 50=00
	TOTAL	760		

10. Government also accord permission to rationalize the classes in remaining two screens in Gorantla Multiplex, Ongole i.e. Screen-2 and Screen-3 as Royal Class and Executive Class and to fix the rate of admission to the above two classes as given below:

Screen	Class	No of seats	Rate of Admission (Rs)
Screen-2	Royal Class	324	Rs.100/-
	Executive Class	76	Rs.80
Screen-3	Royal Class	200	Rs.100/-
	Executive Class	40	Rs.80/-

11. Gorantla Multiplex Complex is also permitted to screen (5) shows per day during 10.00A.M. to 1.00 A.M. with staggered timing of shows between the three screens, such that there is sufficient gap of time to avoid crowding in relaxation of Item 43 of "B" Form Licensing Condition.

(PTO)

12. The above enhancement of rates of admission is subject to the following conditions:-

- a. The holding area at the lobby level is 3200 sft, for the use of cinegoers. This area should not be let out for any commercial purpose in future.
- b. No vehicle shall be parked or allowed to stand in such a way as to obstruct exits or impede the rapid dispersal of persons accommodated, in the event of fire or panic.
- c. To maintain the CCTV system without any obstruction.
- d. To draw emergency evacuation plan and get it approved by the Licensing authority (Uphaar theatre-Supreme Court Directions)
- e. To screen a short documentary during every show by showing the exits, emergency escape routes and instructions as to what to do and what not to do in the case of fire or other hazards (Uphaar theatre – Supreme Court Directions).
- f. The staff/ushers including security staff should be trained to operate the fire safety equipments during emergency in fire drills and evacuation procedures to provide support to the patrons in case of fire or other calamity. (Uphaar theatre-Supreme Court Directions)
- g. While the theatres are entitled to regulate the exit through doors other than the entry door, under no circumstances, the entry door (which can act as an emergency exit in the event of fire or other emergency) should be bolted from outside. At the end of the show, the ushers may request the patrons to use the exit doors by placing a temporary barrier across the entry gate which should be easily movable (Uphaar Theatre – Supreme Court Directions).
- h. The emergency department's telephone numbers of nearest Hospitals, Police Station, and Fire Department shall be displayed in every show.
- i. Night vision cameras to be installed specially at the ground floor box office to capture the images of the patrons buying tickets during the late evening hours.
- j. All gangways exits and treads of steps and stairways shall be maintained with non-slippery surfaces at all times.
- k. The management should facilitate periodical inspection by Fire Officer concerned and obtain insurance coverage for all the employees and audience/visitors/vendors.

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- I. The patrons shall be provided with lifts/escalators for exit at the end of the show on par with such facility provided at the time of entering the theatre.
- m. The Management shall ensure all safety measures including fire safety measures as prescribed by Andhra Pradesh Fire Services Act, 1999 and Andhra Pradesh Fire and Emergency Operations and Levy of Fee Rules, 2006 and other statutes or orders issued by Government from time to time.

7. The District Collector & Licensing Authority, Prakasam District is requested to take necessary action accordingly.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

M. CHAYA RATAN
SPECIAL CHIEF SECRETARY TO GOVERNMENT

To
The District Collector & Licensing Authority, Prakasam District.
The Proprietor, M/s. Gorantla Multiplex Complex., Prakasam through
The District Collector & Licensing Authority, Prakasam District.
Copy to :-
P.S. to Minister for I&PR & Cinematography.
P.S. to Special Chief Secretary to Government, Home Department.
SF/SCs.

//FORWARDED:BY ORDER//

SECTION OFFICER.